



SWITCHED ON SUPERFANS

NBA FANS IN FOCUS

In association with Turnkey Intelligence, Imagen surveyed 1800+ sports fans from the major American Pro-Leagues.

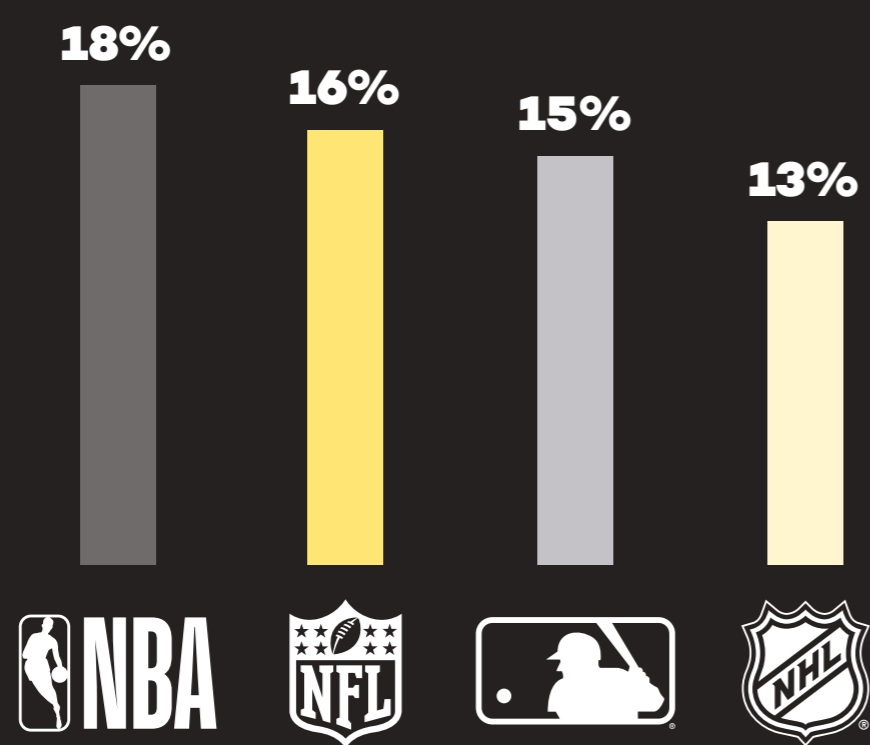


The key findings, which can be found in our report Switched On Superfans, indicate a major shift in fan behaviour is taking place. Millennials and Gen Z aren't watching less sports content, but what they want to watch and the ways they engage with that content differs significantly from prior generations.

What about basketball fans however? What sets them out from the pack?
And are old engagement tactics ready for a time-out?

CONSUMPTION OF NON-GAME VIDEO CONTENT

% stating they watch 3+ hours of non-game video content a week



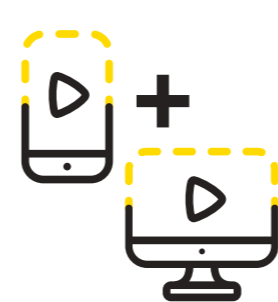
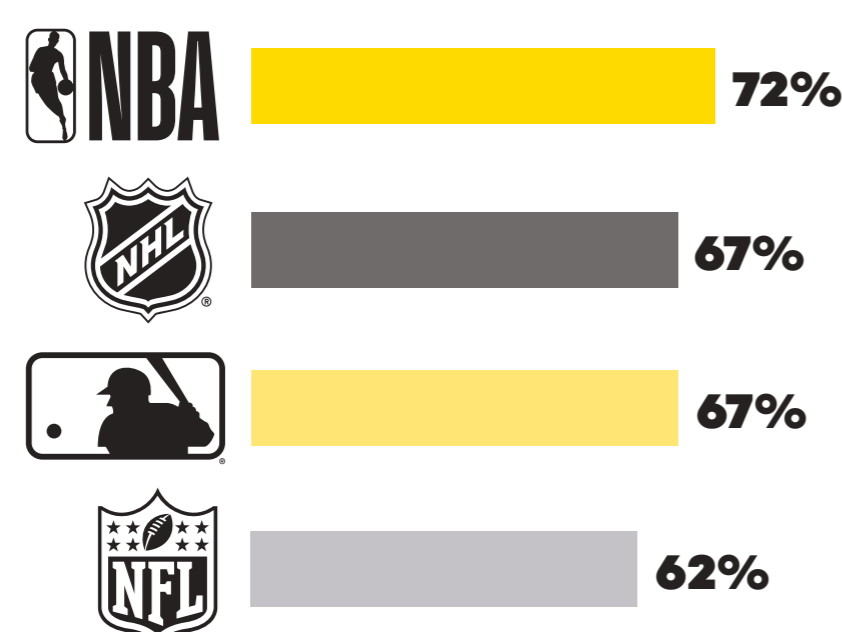
THERE ARE MORE HEAVY CONTENT CONSUMERS AMONG NBA FANS THAN ANY OTHER MAJOR US LEAGUE.

NBA FANS ARE ALSO THE LARGEST GROUP OF MEDIUM LEVEL CONSUMERS,

OVER HALF CONSUME UP TO 2 HOURS OF NON-LIVE CONTENT PER WEEK.

DUAL SCREENING

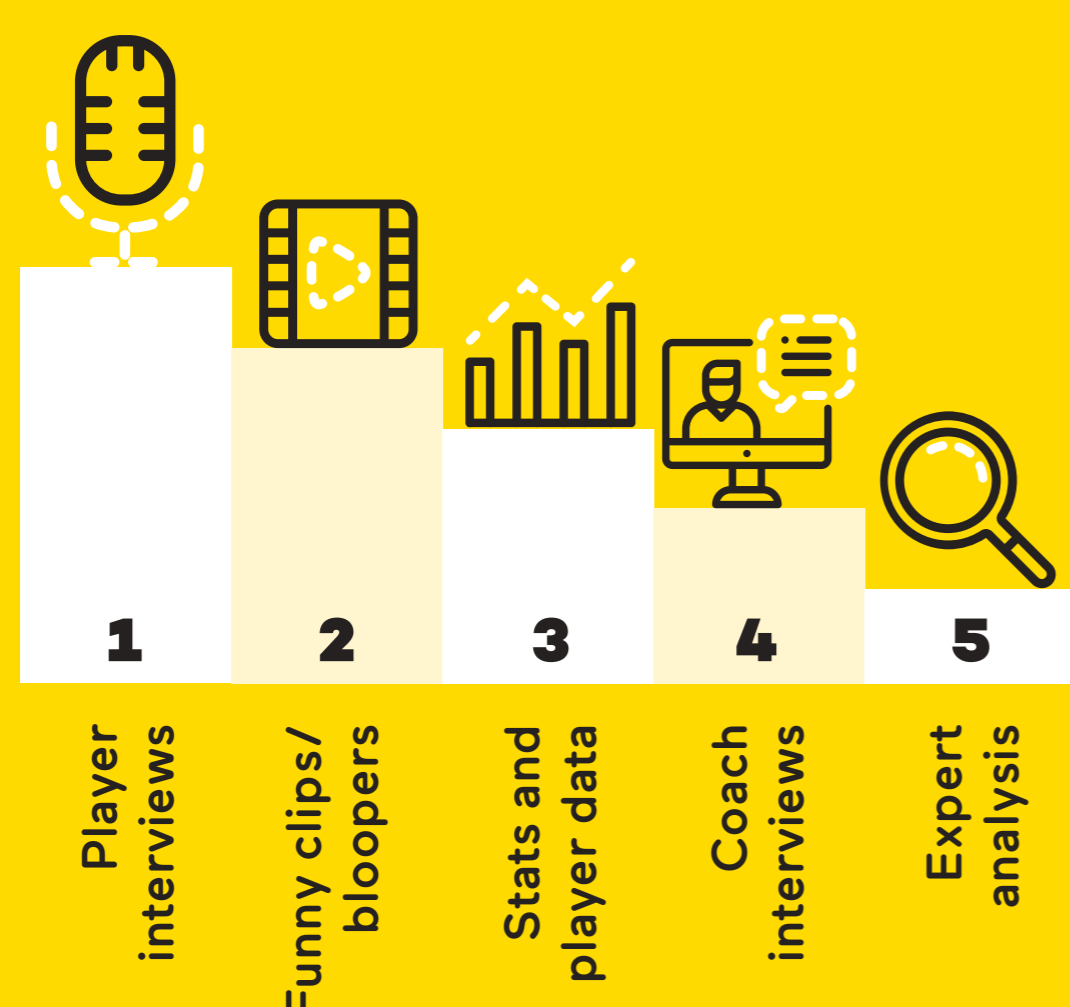
% stating they watch other content during live games



NBA fans also use non-game content to enhance the live game experience.

60% OF FANS SAY THEIR PRIMARY REASON FOR DUAL-SCREENING IS TO CHECK PLAYER STATS AND DATA.

MOST WATCHED FORMS OF NON-LIVE CONTENT



FANS ALSO SHOW A PREFERENCE FOR PLAYERS WHEN WATCHING ARCHIVE FOOTAGE.

46% OF FANS TOLD US THAT CLASSIC PLAYER HIGHLIGHTS ARE THE VIDEOS THEY LIKE TO WATCH THE MOST.



NBA FANS ARE THE MOST LIKELY OF ANY LEAGUE

TO USE INSTAGRAM

FOR FOLLOWING THEIR FAVORITE TEAM AND PLAYERS.

They are also more likely to consume sports content from non-player influencers, and celebrities, and purchase official merchandise as a result of their posts.

GET THE FULL PICTURE DOWNLOAD OUR EXCLUSIVE REPORT: SWITCHED ON SUPERFANS

In the report you will discover:

- How content preferences differ across Gen Z, Millennials and Boomers
- The content that fans say they're not getting enough of...
- How much fans would be willing to pay for exclusive content
- The ways young fans want to be able to engage with their teams

And much more...



DOWNLOAD

GET IN TOUCH

LONDON

16 Kirby St, Second Floor
London, EC1N 8TS

hello@imagen.io

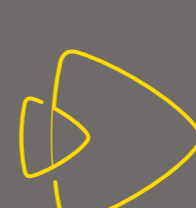
+44 (0)1954 262000

NEW YORK

106 West 32nd Street, 2nd Floor
Office #135, New York, NY

helloUS@imagen.io

+1 (857) 574 9847



imagen

WWW.IMAGEN.IO

